

Townsville's vacancy rates skyrocket!

what should you do?

The latest vacancy rates for Townsville measured at the end of February 2014 stood in trend terms at 3.3% for houses, 7.0% for units and 4.6% overall (see table below).

What can you do as a landlord?

As you already know, a vacant property means lost income \$\$\$ for you the property investor. Don't get

caught with your pants down, to reduce vacancies, property investors can observe **The Three P's: Price, Presentation and Promotion.**

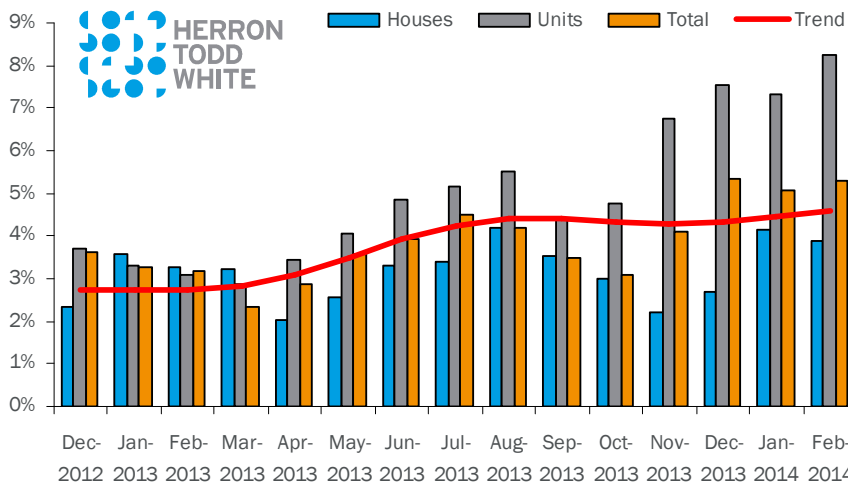
Click [HERE](#) for more information on the 3 P's.

Remember the 3 P's of leasing success to ensure minimum vacancy and to save you valuable dollars in property down time. **And don't panic, we're here to help you!**

RESULTS

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Townsville Residential Rental Vacancy Rates



Source: HTW Rent Roll Survey

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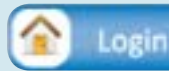
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property investor magazine

If you're curious about property management in Townsville then you should get your hands on a copy of this magazine. It's full of **handy tips and tricks and valuable information** when comparing property managers, plus how you can get better returns out of your investment.

Grab your copy from our office, Westpac in the city or read an ONLINE COPY at: <http://www.coralseaproperty.com.au/investor-magazine>



online agent

you could be viewing your statement online in 60 seconds!

Online Agent makes viewing your statements quick, easy and secure. All access to the website is restricted through a verification process. When you log on you can see information on your investment property, inspections and maintenance tasks, and even download monthly statements

All it takes is 3 easy steps:

- 1. Receive agent verification** (this code is listed on the bottom of your monthly statement)
- 2. Register with Online Agent** To access OnlineAgent you must create a user login on the OnlineAgent site using the verification code you obtained from your real estate agent. <https://www.onlineagent.com.au/step2.html>
- 3. Login to Online Agent** Online Agent makes viewing owner's information quick, easy and user friendly. <https://www.onlineagent.com.au/LogIn.aspx>

Please sir, can I have some more?

Do you or someone you know have another investment property?

Do you know someone who would like to experience Coral Sea's exceptional property management service?

3 REASONS TO TELL YOUR FRIENDS TO CHECK US OUT:

1. We specialize in residential property management. We don't get distracted by the buy/sell stuff that other property managers let reduce their effectiveness.
2. Because we measure our activities that produce the best results for our landlords on a daily and even hourly basis - so get results - predictably.
3. Because we will take the fuss and stress out of getting your properties humming along nicely.



We take care of details, and get things done for you. If you want we can take care of everything.

So whether sipping cocktails on a beach in Bali or skiing the Alps you can sit back, relax and know that your property is in the safest hands, as **we manage each property like we own it.**

re•fer•ral/ Noun: 1. An act of referring someone or something for consultation, review, or further action.

An enormous thank you goes to Dan the Onsite Manager of Abode Units on Morehead Street. In the March, he has referred not only 1, but 2 awesome owners to Coral Sea Property. Congratulations Dan, you have received a big sexy cheque for 500 buckaroos!



new owners to the coral sea family

Our new extremely good looking and talented owners this month are:

- Cassandra Fairweather
- Debbie Edwards
- Yvonne Monaghan
- Brendan Sant
- Natalie Kell
- Karen Gatcliffe



this month's statistics (for the geeks)



Properties Leased in February	Total
In February	35

And we thought you might like to know:

Rent Achieved in February	Total
<i>(compared with Initial Listed Price):</i>	
At Initial or First Listed Price*	2
Below Initial or First Listed Price ^	33
Above Initial or First Listed Price	0

* Which properties are leased at the Initial List Price

^ Was a rent reduction required to lease the property?

Yeah! We're awesome!

Total Activity in February	Total
Enquiries	907
Inspections	255
Tenants Inspected	350

- As of the 11th March we have 13 properties vacant
- 99.72% of our tenants are up to date with their rent
- And 98.91% of our tenants are on lease.

WAHOO! GO SIP COCKTAILS ON A DESERTED ISLAND SOMEWHERE!

AND RELAX! ...the money is in the bank!



WAHOO!

only some of the properties we rented this month

(because we're awesome and we can't fit all our properties rented in this newsletter)

IDALIA 4 Bdrms, 2 Bathrooms \$415pw

ROSSLEA 2 Bdrms, 1 Bathroom \$300pw

NORTH WARD 2 Bdrms, 2 Bathrooms \$390pw

STH TOWNSVILLE 2 Bdrms, 1 Bthrm \$360pw

ANNANDALE 4 Bdrms, 2 Bathrooms \$540pw

WULGURU 3 Bdrms, 1 Bathroom \$375pw

PIMLICO 1 Bdrm, 1 Bathroom \$270pw

NORTH WARD 2 Bdrms, 2 Bathrooms \$430pw

VINCENT 3 Bdrms, 1 Bathroom \$345pw

WE BACK UP OUR GUARANTEES



we pay your rent

In February we had four 'we pay your rent' guarantee payouts

If your property is still vacant 14 days after you put it in our hands, we will pay the rent starting on the 15th day, until it's rented.

- A.Gundry: 14 days payout = \$620
- M.Pietrobon: 2 days payout = \$112.85
- C.Thompson: 14 days payout = \$600
- A.Day: 14 days payout = \$560

Karen & Dominic, \$1,043.71 is coming your way!

Congratulations to Karen and Dominic for getting there property rented!

However.... it took Coral Sea 32 days to rent Karen and Dominic's property.

As you all know we guarantee that **if your property is not rented in 14 days then we pay your rent**, until your property is rented! So that's 18 days rent we have to pay Karen and we put our money where our mouth is!

Here you go Karen and Dominic, a cheque for \$1043.71... now go tell ALL your friends!





meet the team

time to put names to faces, and meet your wonderful team!

TENANTS TEAM - The School Teachers

These guys keep our second most important asset happy. After selecting our favourite few from our many applications, they spend much of their time educating our fabulous Coral Sea tenants on how we need them to behave in order to graduate to excellent tenant status. They teach them how to pay rent on time, keep properties beautiful and help with any needs they have.



Emma Carney



Tamara Mostert



Hayley Mills

BUSINESS DEVELOPMENT - The good lookers

The Business Development cell are the story tellers of Coral Sea. They seek out new landlords to recruit, educate, turning into raving fans and to make them sleep easier at night knowing their property is being taken care of. These guys turn people into such raving fans, they want to refer and tell our story to anyone who doesn't love us yet.



Bill Allen



Ryan Chiesa

MANAGEMENT TEAM - The bored-room

Our fearless leaders. We're not actually sure what these guys do but it seems it involves lots of lying around the office and demanding attention! They take all the adulation without appearing to do any of the work (maybe they are just great time managers). Sounds like a great job if you can get it!



Chairman of the Board: Chairman Meow



Principal Licensee: Shaun Podbury

OWNERS TEAM - The Protectors

The owners go-to contacts in the office. This team works hard to ensure all of our wonderful owners sleep well at night, and know that their properties are in the safest hands.



Elley Hudson



Kelly-Anne Cooke

MAINTENANCE TEAM - Team fix it!

The maintenance cell is the contact point for all your maintenance needs. Repaints, carpets, pest inspections or just a simple garden tidy up or a leaky tap; Jana and Cameron ensure all your properties are kept in tip top shape and your tenants stay safe and happy so we can renew their leases year after year.



Jana Daley



Cameron Murchie

For the uninitiated **Chairman Meow** is our office cat. He seems to spend his days lazing in the reception area greeting all and sundry and demanding pats and attention before swiping at an unsuspecting ankle or tiptoeing across a computer keyboard in the middle of any important task. He is the Chairman of the Board and lets it be known his word is law (especially if his claws haven't been clipped!)



chairman's meow

feline shenanigans, crazy cat antics, secrets and plots



DAY 854: Dear Diary,

I am convinced that the other prisoners here are flunkies and snitches. All the other un-identified species are always entering and being released from these curious quarters. Why do they receive special privileges? However most of them are always willing to come back.... How very peculiar. They are obviously all not quite right in the head.

DAY 873: Dear Diary,

This bird that hangs outside the clear pane at the front of the quarters has got to be an informant. I observe his communicating with the guards regularly. I am certain he reports my every move. My captors must have him instructed him to taunt me, and have arranged to keep him elevated and separate from me. This means he is safe. For now...